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# New strategies and process innovation in event tourism

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**Abstract**— This paper describes the market trends of event tourism and investments that companies make in this direction and the importance of business model and process innovation. Particularly the innovation of a sales process: from a simple sales of products to sale an exclusive service for aspirational and shared luxury service in line with market and industry trends. Event tourism is growing strongly during this years in terms of exclusive and corporate events (like team building, etc).

In line with market trends, greater investment by companies in promotional or exclusive events, there are new innovative strategy for event development focused on exclusive and innovative service. An empirical analysis is also introduced to validate some conclusions.

**Keywords**— event tourism, market trends, new business model, process innovation

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